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Federal Communications Commission
Office of the Secretary

March 5, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Taylor Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

When I learned from of your consideration of the above docket, I felt compelled to share with you our firsthand experience as the state's largest and most recognized health charity in this state. The American Cancer Society, Illinois Division, has been a firsthand beneficiary of the benevolence and active engagement of our broadcast outlets, particularly our TV stations, as we fight cancer in this state. As such, we find any additional federal regulation within this area to be unnecessary.

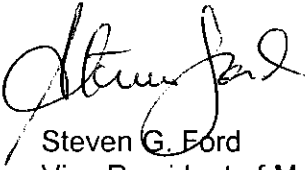
For example, for the past six years, ABC-7, Chicago, has provided about \$500,000 of in-kind services to our organization. Specifically, they have helped establish the American Cancer Society's *Making Strides Against Breast Cancer* walk as a premier event in Chicagoland. As a result, we now generate more than \$1.5 million in our market to support breast cancer awareness, research, education and patient services.

Beyond the public awareness contributions, ABC-7's management team and TV personalities take an active interest in making our event successful. They put "skin in the game," so to speak, by helping us raise money, helping us recruit new corporate sponsors, and appearing at the event to lend credibility to our cause.

Fighting cancer is one of the greatest fears of Americans. In Illinois, it is the #1 health concern by the public. Because of ABC-7 and many stations like them, we're able to do our work better, reach more people, assist more cancer patients, and ultimately save more lives.

We are unclear why additional regulations are necessary and how they might further our mission. As such, I look forward to learning more and following deliberations on this topic. Meantime, know that we are very concerned about addition regulation in this arena, fearful they could erode the strong media partnerships we enjoy in Illinois.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven G. Ford". The signature is fluid and cursive, with the first name "Steven" being more prominent than the last name "Ford".

Steven G. Ford
Vice President of Marketing & Communications
American Cancer Society, Illinois Division

cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 29, 2008

Chairman Kevin Martin
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Washington, D.C. 20554

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Re: *In the Matter of Broadcast Localism* (MB Docket 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

We noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what we understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities". I wanted to be one of the first to express to you that, in my view and in the view of my organization, WTVG already serves our community in any number of ways that makes any additional federal regulation unnecessary.

To put it simply, our organization could not sustain itself without the kind of critical support that WTVG has provided. WTVG has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues of which my organization is committed to. Additionally, WTVG on-air anchor Lee Conklin donated his time and talent to host a major fundraising event for our agency. I want to assure you that WTVG's role -including both on-air and off-air time- was essential to both our fundraising efforts and to getting our message out to the community-at-large.

It is because of my first-hand experience with WTVG that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by WTVG and no national regulation could create the link of great local partnership that we already enjoy.

Sincerely,

Denise F. Fox
Executive Director

cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



Partially funded by United Way of Greater Toledo

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Federal Communications Commission
Office of the Secretary

February 29, 2008



Ms. Monica Desai, Chief Media Bureau
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554



RE: In the Matter of Broadcast Localism (MB Docket No. 04-223), Report on Broadcast Localism and Notice of Proposed Rulemaking



Dear Ms. Desai:



I am writing in reference to Broadcast Localism, wanting to be sure to let you know what a great experience the *Kid Healthy Steps* project, active in 5 Southern California counties, has had with KABC-TV in the Los Angeles area.



I understand that the FCC recently initiated a Notice of Proposed Rulemaking on broadcast localism. I further understand that the FCC's Notice of Proposed Rulemaking asserts that broadcasters may not be adequately serving their local communities. As mentioned, this is contrary to our experience with KABC-TV – the station has worked closely with our program representatives in Southern California to ensure that their needs are being met. Their contribution, however, moves beyond this project. Of particular importance to the issue of localism:



- In Southern California, KABC-TV airs programming relevant to the local communities, including populations of color, disabled people, and other underserved audiences;
- KABC-TV reaches out to the community in order to have dialogues about local issues and programming through local meetings or town halls;
- KABC-TV also airs local political programming, such as debates and public affairs shows;
- KABC-TV airs local emergency and disaster warnings and information. I'm reminded here of the recent California firestorm, and severe weather we've been experiencing;

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www.mykidhealthy.org

- And, finally, close to my heart, KABC-TV supports local non-profit efforts. One of these is the *Kid Healthy Steps* project. The station produced and aired PSAs, and has done feature stories on healthy strategies for youth and families. KABC-TV has supported other local organizations, providing on-air awareness of various issues, PSAs, and support with fundraising drives.

It is clear to me that KABC-TV is adequately serving the community. In my opinion, there is no further regulation needed to ensure that KABC-TV serves the community.

Thank you for your attention, if you have any questions, I can be reached at 714-914-1203.

Sincerely,

A handwritten signature in cursive script that reads "Jackie Teichmann".

Jackie Teichmann
Director
Kid Healthy Steps
Volunteer Center Orange County
1901 East Fourth Street, Suite 100
Santa Ana, CA 92705